



IMPACT OF SOCIAL MEDIA ON FEMALE USERS

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ABSTRACT

New social media have become increasingly popular components of everyday lives in today's globalizing society. Social media provide a context where people across the world can communicate, exchange messages, share knowledge, and interact with each other regardless of the distance that separates them. Hence, the present study is undertaken to analyze and to study impact of social media on female users of Aurangabad City from 2010-11 to 2014-15. This study is mainly focused on the opinion of female users regarding the social media and its impact on them. The study is conducted to investigate the purpose of the female users to use social media and its popularity, its positive impact and finding about using social media. The questionnaire is made up of close ended questions for fulfilling the objectives of study. The details of various social media sites were collected from various websites. This study stated that most of the female respondents responded that they use social media for entertainment purposes, most of them also agreed that social media helps to save time.

KEYWORDS: social media, social media sites, social networking sites, female users.

INTRODUCTION

The definition of social media is broad and constantly evolving. The term generally refers to internet-based tools that allow individuals and communities to gather and communicate; to share information, ideas, personal messages, images and other content; and in some cases, to collaborate with other users in real time. Social media are also referred to as Web 2.0 or social networking.

Social media sites provide a variety of features that serve different purposes for the individual user. They may include blogs, social networks, videos and photo-sharing sites, wikis, and many other media, which can be grouped by purpose, serving functions such as:

- Social networking (Facebook, Twitter, Google Plus, MySpace)
- Professional Networking (LinkedIn)
- Media sharing (Youtube)
- Content production and Microblogs (Twitter)
- Knowledge/ information grouping (Wikipedia)

Social media can also be explained as computer mediated tools that allow people to create, share or exchange information, ideas, and picture or videos in virtual communities and networks. Social media defined as a group of internet based applications that build on the ideological and technological foundations of web2.0 and that allow the creation and exchange of user generated content. Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. The number of internet users grew from 40 million in 1995 to about 2.7 billion in 2013 was reached to 39% of the world population.

There are a lot of websites on the internet that seek to make the content creation easy enough so that everyone can do it. There are social networks such facebook and MySpace, where users share information about themselves, their hobbies, their friends and many more. There are videos networks also through YouTube site. Youtube claims that 60 hours of videos are uploaded every minute, or one hour of video is uploaded to youtube every second. There are all sorts of other networking communities also.

Social media refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks. Social network is a platform for people to share their ideas, to meet new friends and to reconnect with old friends. Social media allow people to create their own online pages or profile easily, simply and construct and display an online network of contacts. Users of these sites can communicate through their profile both with their profile both with friends and with for people outside of their list of contacts. In the same manner, female users are also experiencing the world using a relatively new form of communication. In the world where connections are important, female users are accessing facebook, twitter and other sites

to connect and share with those around them.

Statement of Problem

Research on this topic has started to reveal social networking sites and how female users interact with each other. Thus, the objective of this research is to explore the advantages and disadvantages of use of social networking sites on female users. This research study tries to identify the various impacts associated with the social media on female users of Aurangabad, with the aim of enhancing awareness and benefits from the usage of these social media sites.

Objectives of the study

The main objective of the study is to study social media and its impact on female users of Aurangabad city. The objectives of the study are as follows:

- To study the various types of social media and their applications.
- To study the problem and prospects of social media on female users.
- To analyze the impact of social media on female users.
- To provide findings, suitable suggestions and conclusions.

Scope of the study

This research attempts to study the impact of social media on female users of Aurangabad city of Maharashtra state. The scope of the study social media and its impact on female users is limited to the Aurangabad city. The female respondents, who are social media users, are selected through Aurangabad city.

METHODOLOGY

It uses both primary and secondary data. The secondary data uses information from both published and unpublished sources. The primary data was collected by survey method. Survey was conducted by convenience sample method. A sample survey collects information from all the female participants who were selected through the convenience sampling method. Percentage, ratio and chi-square method, were used to analyze the data.

RESULT AND DISCUSSIONS

The study of 400 female respondents of Aurangabad city and the opinions of these respondents have revealed some important conclusions. These conclusions have been made from the research findings and the discussions made by these female respondents.

1. Social media is mostly used for the reasons of entertainment purposes which are tested through chi-square test in following table 1. From this table 1 it can be observed that mostly all female respondents use all sites as they have selected more than one option. this table explains that chi-square statistics is 48.82 with 16 degree of freedom and p-value is 0.000035 which explains that this hypothesis, social media is used for purpose of entertainment is statistically significant as p-value generated from chi-square test is less than 0.05. Therefore this first hypothesis is accepted.

2. Table 2 explain about second hypothesis, time is saved by using social media. This table 2 explains that chi-square statistics is 22.499 with 20 degree of freedom and p-value is 0.3141 which explains that this hypothesis is not statistically significant as p-value generated from chi-square test is more than 0.05. This means that hypothesis 2 i.e. time is saved by using social media is rejected.
3. Age wise use of social media indicates that the age group 15-35 use social

media mostly, they prefer smart phones for using social media.

4. These female respondents mostly prefer to use whatsapp, facebook and Google+. They generally use social media for connecting friends and family, sharing information in terms of message, audio and video.
5. Education wise use of social media, the respondents taking education use social media mostly, they prefer smart phones for using social media.

Table 1 Social Media is mostly used for entertainment purpose by the young female users

Reasons to like	Facebook	Whatsapp	You Tube	LinkedIn	Twitter	Total
Connecting & communication	30 (25.14)	27 (26.69)	20 (24.94)	15 (18.71)	14 (10.52)	106
User Friendly	32 (32.49)	35 (34.50)	29 (32.24)	24 (24.18)	17 (13)	137
Business contact	09 (17.31)	15 (18.38)	14 (17.18)	28 (12.88)	07 (7.25)	73
Easy sharing of info, video, music or for entertainment	38 (30.59)	39 (32.49)	37 (30.35)	07 (22.76)	08 (12.81)	129
Professional knowledge	20 (23.48)	21 (24.93)	28 (23.29)	22 (34.12)	08 (9.83)	99
Total	129	137	128	96	54	544
Chi-Square Statistics- 48.8238		d.f. 16	p-value 0.000035		Significant at p<0.05	

(Source: Compiled from field survey 2014-15) (Bracket contents expected totals)

6. The employed respondents were having limitations in some organization for using social media, even though these respondents have shown their interest of using social media for connecting with friends and family when they are free and at home.
7. Other employed respondents who have no restrictions for using social media at work place, use social media for job build up and prefer to use LinkedIn for staying connected with other officials for up gradation and better job opportunities and connecting with family and friends also.
8. The respondents those are doing business mostly prefer social media for connecting with the society and to look forward for new business opportunities.
9. Some respondents shown their interest in using social media for their family and getting new trends and style in fashion as well as new ideas for home decor and mostly they like to purchase online new home decor products mostly.
10. In the same manner these respondents also showed their interest in social media for keeping update for health issues and most of the time keeping updates for complete development of their children.
11. Smart phones have made ease to use and connect people with social media, but excessive use of the smart phones makes problem and sometimes people in front may be ignored, and further may create problem in relation.

Table 2: Time is saved by using social media

Particulars		Time is Saved by Using Social Media					Total
		Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree	
Q15	Social media helps to communicate	59 (53.33)	65 (69)	86 (100.17)	105 (96)	85 (81.50)	400
Q16	Social media helps to create awareness	54 (53.33)	74 (69)	83 (100.17)	97 (96)	92 (81.50)	400
Q17	Social media is facilitator for ad and search business.	54 (53.33)	75 (69)	94 (100.17)	98 (96)	79 (81.50)	400
Q18	Social media helps to make available product and information	41 (53.33)	70 (69)	115 (100.17)	95 (96)	79 (81.50)	400
Q19	Social media helps to find quick info	63 (53.33)	67 (69)	113 (100.17)	83 (96)	74 (81.50)	400
Q20	Social media helps to manage various things	49 (53.33)	63 (69)	110 (100.17)	98 (96)	80 (81.50)	400
		320	414	601	576	489	2400
Chi-Square Statistics- 22.499		d.f. 20		p-value 0.3141		Not Significant at p<0.05	

(Source: Compiled from field survey 2014-15) (Bracket contents expected totals)

LIMITATIONS AND FUTURE SCOPE OF THE RESEARCH

Due to the limitations of the present study, the researcher has proposed following areas for future study.

- The scope of the research was limited to female users of Aurangabad city. This can be further expanded to the comparative study with female users in other cities and states.
- There is a scope to add more categories like consumers and male respondents etc, in order to expand and improve the impact of social media.

CONCLUSION

In the present scenario female respondents are more fascinate towards the internet, social media helps to build and maintain the relationship between the females, family, relatives and society. Female respondents use social media for the purpose of entertainment, for the purpose of contacting with friends and family, for getting opinion from various experts, for job purposes also. It has various positive impacts and in most of the time social media leads to miscommunication also, social media is very popular medium of communication and every user of it should keep in mind that there are certain disadvantages also.

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